

TOWN OF COLMA CONSUMER SURVEY

Economic Development Strategy



Thank you for taking the time to complete this brief survey! Your responses will help Colma develop goals and policies related to **economic development**. Colma will use the survey findings to assist Colma businesses, to identify the needs of the consumers, and to shape the future of Colma by targeting business attraction efforts.

If you live, work or shop in Colma we need to hear from you. Please complete and return the survey by mailing it in the enclosed stamped and addressed envelope, or by returning it to Colma Town Hall at 1198 El Camino Real. **Please return your survey by May 11th.** Thank you for participating in shaping Colma's future!

1. Are you a resident of Colma?

- ☐ Yes
- ☐ No

2. If no, in what city do you live? _____

3. How often do you shop at or patronize Colma businesses?

- ☐ Several times each week.
- ☐ At least once each week.
- ☐ A few times each month.
- ☐ About once each month.
- ☐ Less than once a month.

4. When you choose to shop at a Colma business, what is usually the reason (check all that apply)?

- ☐ Close to my home.
- ☐ Close to my work.
- ☐ The businesses where I want to shop are located in Colma.
- ☐ I enjoy spending time in Colma.
- ☐ I am already in Colma for another reason when I decide to shop.
- ☐ I drive through Colma on my way to and from work.
- ☐ Colma businesses are easier for me to get to.
- ☐ Other: _____

5. The shops and/or businesses I visit the most in Colma are:

- 1) _____
- 2) _____
- 3) _____

6. If Colma had one or more of the following, I would probably shop or visit there more often (check all that apply):

- ☐ Restaurant(s)
- ☐ Grocery store(s)
- ☐ Clothing store(s)
- ☐ Value-based or off-price retailer, such as TJ Maxx, DSW, Walmart, etc.
- ☐ Convenience store(s)
- ☐ Mixed use
- ☐ Specific chain or franchise: _____
- ☐ Specific chain or franchise: _____
- ☐ Specific chain or franchise: _____
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____

| 7. Do you agree with, disagree with, or have no opinion on the following statements? | | | |
|---|--------------------------------|-----------------------------------|-------------------------------------|
| If more restaurants were in Colma, I would probably patronize them. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| I wish there was more entertainment in Colma, like a movie theater, sports facility, arcade, etc. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| I feel like Colma has a strong Town identity. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| It is difficult to get around in Colma. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| When I shop at Colma businesses, parking is easy. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| If there were more clothing stores in Colma, I would shop here more often. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| If there were more high-end stores in Colma, I would shop here more often. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| When I shop in Colma, I usually visit more than one store or business in a single trip. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| I recommend Colma businesses to my friends, neighbors and coworkers. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| I like the look and feel of Colma. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |
| I shop in Colma because the stores and businesses here are affordable. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree | <input type="checkbox"/> No Opinion |

8. Here is a list of products and services that people commonly purchase. When you purchase these things, do you typically buy them in Colma?

| Item/Service | Yes, I usually purchase in Colma | No, I do not usually purchase in Colma | I would purchase in Colma if more available |
|--|----------------------------------|--|---|
| Clothing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shoes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Groceries | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Household items (linens, dishes, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sports equipment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vehicles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Auto body and other auto-related services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Books, CDs or DVDs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Gifts | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Office supplies | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Baked goods | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Restaurant meals | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Electronics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Items related to a hobby of mine (Arts and crafts, video games, gardening, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other: _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Thank you for your participation! If you have questions or comments, please contact the Colma Planning Department at 650-985-2590 or e-mail us at planning@colma.ca.gov.

Please see the next page for additional information.

Would you like to stay informed about the Town's economic development efforts?
Would you like to receive invitations to upcoming workshops related to economic development and receive a summary of the survey findings? Please leave your *confidential* contact information:

Name: _____

Address: _____

Email Address: _____

Phone Number: _____

Additional notes and comments:
